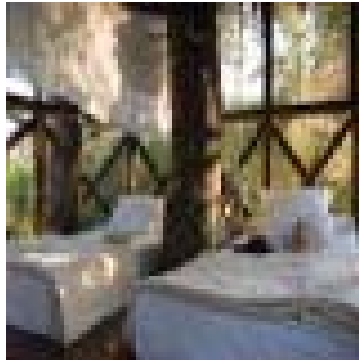




Inkaterra first Peruvian hotel chain awarded a Green Choice Sustainable Tourism Certification



The Certification is based on 7 principles oriented to the application of policies and strategies of ecological tourism, environmental management, cultural sustainability, as well as educational programs for local communities.

José Koechlin, CEO of Inkaterra, and José Purisaca, General Manager of the NGO Inkaterra Association (ITA), received the award emphasizing their commitment with Sustainable Tourism and conservation principles for protected natural areas. “We conduct research for the conservation of ecosystems, generating employment for the local communities, with the development of tourism. Inkaterra is a pioneer in Sustainable Tourism in Peru and the world, with 36 years in operation.”

During the ceremony, the Peruvian Minister of Tourism and Commerce highlighted the importance of the award given to a Peruvian tourism organization such as Inkaterra, which focuses on ecological conservation since 1975. He mentioned: “It is an honor that a Peruvian hotel chain is the first organization worldwide awarded with such an important Certification.”

Source: www.inkaterra.com 20Jan2012

Link to story: <http://ecossestential-escapes.com/home/150-inkaterra-first-peruvian-hotel-chain-awarded-a-green-choice-sustainable-tourism-certification>